

## **EXHIBIT B**

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# News and Business Magazine Subscribers Email/Postal/Phone Mailing List

The Wall Street Journal Subscribers mailing list features individuals that use this source of news for their business and industry needs. These influential individuals yield proven results for a wide variety of direct marketing campaigns. This list is the ideal tool to effectively build relationships with your unique audience.

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## SEGMENTS

COUNTS THROUGH 10/03/2017

1,182,239 TOTAL UNIVERSE / BASE RATE	\$170.00/M
1,182,239 DIRECT MAIL	+ \$170.00/M
152,272 EMAIL	+ \$120.00/M
99,899 TELEPHONE	+ \$105.00/M

## DESCRIPTION

This list's managers feature click response to online advertisement in 38 proprietary responder categories. Use this file for postal/email/telephone rental appends and expect a marked increase in responsiveness, or simply augment existing house files.

The list managers gather consumer data through response to email advertisements sent out by category. Reach responders who have clicked on a related advertisement in the past 30, 60, 90 or 365 days. Every record has at minimum full name, postal and email addresses, with NCOA performed monthly and all postal data DPV and CASS certified.

ConsumerBase proprietary responder categories include:

Apparel, Auctions, Auto Loans, Bankruptcy, Beauty, Business Opportunity Seekers, Business Opportunity Home Business, Cable and Internet Services, Collectibles and Gifts, Computing, Credit Cards, Dating Services, Debt Consolidation, Education, Electronics, Entertainment, Financial, Fitness, Gambling, Health, Home Business, Home Improvement, Insurance, Investments, Mortgages, Software, Sweepstakes, Tax Services, Telecom, Travel, Weight Loss, and Wireless

Ref #: CB401730C

## ORDERING INSTRUCTIONS

- To order this list, contact your List Broker and ask for NextMark List ID #323507 or [click here to place your request](#).
- Use NextMark [List Order Entry Software](#) or Bionic [Media Planning Software](#)
- 5,000 NAME MINIMUM ORDER \$0.00 MINIMUM PAYMENT
- NET NAME IS NOT ALLOWED
- EXCHANGE IS NOT AVAILABLE
- REUSE IS AVAILABLE

**MARKET:** CONSUMER**CHANNELS:**   **SOURCE:** INTERNET/ON-LINE, COMPILED LISTS**PRIVACY:** CONFIRMED OPT-IN**DMA?:** NO**STATUS:** PREFERRED PROVIDER**GEO:** USA

## SELECTS

3 MONTH HOTLINE	\$10.00/M
AGE	\$5.00/M
AGE RANGE	\$5.00/M
CREDIT CARD BUYERS	\$10.00/M
DATE OF BIRTH	\$30.00/M
ETHNIC/ETHNICITY	\$15.00/M
GENDER/SEX	\$5.00/M
MARITAL STATUS	\$5.00/M
NET WORTH	\$20.00/M
OCCUPATION	\$10.00/M
PERSONALIZATION	\$100.00/F
PRESENCE OF CHILD	\$5.00/M
RECENCY	\$5.00/M
REVERSE EMAIL APPEND	\$350.00/M
SCF	NO CHARGE
STATE	NO CHARGE
ZIP	

## ADDRESSING

KEY CODING	\$5.00/M
A/B SPLIT	NO CHARGE
CARRIER ROUTE	NO CHARGE
CD ROM	NO CHARGE
EMAIL	NO CHARGE
HOME ADDRESS	NO CHARGE
NTH NAME	NO CHARGE
RUN CHARGE	NO CHARGE
RUSH FEE	NO CHARGE
ZIP + 4	NO CHARGE

- CANCELLATION FEE AT \$250.00/F

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